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Two South Main Street

Alpharetta, Georgia 30004

678/297-6000

<http://www.alpharetta.ga.us>

24-Hour Information

678 / 297-6015



Dear Food Merchant:

It's time again to start making preparations to participate in the

14th Annual "Taste of Alpharetta!"

The "Taste of Alpharetta" is a fun, family oriented event, which takes place in Historic Downtown Alpharetta and showcases this area's culinary delights. In its thirteenth year, the "Taste" offers local restaurants and food merchants an opportunity to promote their businesses and specialty items to a large, receptive audience for over four hours. This event is a very successful marketing tool and more effective than newspaper or radio ads, direct mail or fliers because it brings products directly to the customers. Over 48,000 people attended last year's festival.

The Taste will be held on **Thursday, May 20, 2004 from 5:00-10:00 P.M.**

We will have three contests for the food merchants.

1) Best Decorated Tent; 2) Best Taste of Alpharetta Dessert; 3) Best Taste of Alpharetta Entrée.

Again next year, there will be tickets sold to redeem food samples. Fifty percent of the proceeds will be reimbursed to the food merchants after the event. The other fifty percent goes toward operating the event. **Please plan on attending a mandatory meeting for food vendors on Thursday, April 22, 2004 at 3:00 PM in the Council Chambers at City Hall (Two South Main Street).**

Please respond by **February 13, 2004** by returning the enclosed food vendor contract. Also, **please note the deadline to confirm the number of electrical outlets you will require is Friday, March 12, 2004.**

We hope you will seize this wonderful marketing opportunity by participating in the Taste! If you have any suggestions or questions, please feel free to call me at 678-297-6078 or email me at jrodgers@alpharetta.ga.us.

Warmest regards,

Janet Rodgers
Director of Special Events

14th Annual Taste of Alpharetta
Thursday, May 20, 2004 5:00 – 10:00 P.M.
(Historic Downtown Alpharetta)

Food Vendor Contract and Information Sheet

Taste of Alpharetta Contact Information:
Janet Rodgers, Director of Special Events
Two South Main Street,
Alpharetta, Georgia 30004 *678-297-6078 * 678-297-6381 (fax)
E-mail: jrodgers@alpharetta.ga.us

*We would like to thank you for participating in North Fulton's largest one-day event, the **Taste of Alpharetta** !
Please read the following policies, complete the food vendor contract and return along with your booth space fee.
By signing the food vendor contract, you agree to the policies & regulations on the following pages.*

- ◆ It is your responsibility to make all individuals working in your booth space aware of the following policies.
- ◆ The Taste of Alpharetta will be held rain or shine.
- ◆ The City of Alpharetta will be raffling off doorprizes throughout the event. Many food vendors have been gracious enough to contribute gift certificates in the past. If you would like to participate, please complete the enclosed gift certificates and return with your application.
- ◆ Booth assignments will be completed on a first-come, first-served basis and will be finalized two weeks prior to the event. If you have a request of a special location for your booth space, please list it on the application. We will try our best to accommodate your request.
- ◆ All Food Vendors must comply with both Health Department and Fire Code regulations.
- ◆ Food must be sold for two tickets maximum and not be given away. Tickets are. \$50 each.

Pre-Event Setup:

Move-in for food merchants will begin at 1pm.

Please have your vendor pass on the dashboard of your vehicle so that the traffic control officers will allow you access on Haynes Bridge Road and Academy Street to unload your equipment. All vehicles must be moved off of Haynes Bridge Road prior to 4:00 P.M.

Upon arrival at your designated location, please check in at the information booth with one of the festival staff members assigned to the food merchant areas or go to the Information Booth on the north end of Haynes Bridge Rd.

Please bring all necessary equipment and supplies, as well as menu board and ticket dropbox to your tent. Please remember to bring your own extension cords (75-100 ft. and one cord for each outlet requested) and signs to promote your business. We do not provide signs for the booth.

Please bring tablecloths, skirting and any decorations you might need for 6' – 8' rectangular tables located in your tent.

All power will be on and ready if you have requested electrical outlets. There will be an electrician on premises from 12noon until 11pm. Should you encounter any problems with electrical connections, please locate and report problems to the designated festival staff members assigned to food merchant area or contact the Information Booth.

We ask that you prepare sample-size food proportions for approximately 5 - 8,000 people. Our attendance this year is expected to be close to 50,000 people.

The recommended size of the ticket drop box is 12" x 12" x 24". Please feel free to decorate the box. If you will be participating in the Best Taste of Alpharetta Entrée or Best Taste of Alpharetta Dessert contests, please have your samples (for 4 Judges) delivered to the Judging Table by 5:30 p.m. The Judging Table will be located on Haynes Bridge Road in front of the Special Events Office. The winner will be notified and announced later in the evening. (Free to participate)

If you are participating in the Best Decorated Tent contest, your booth must be completed by 5:00 P.M. Judges will be coming around between 5:00 P.M. and 6:00 P.M. The winner will be notified and announced later in the evening. (Free to participate)

Event Duration:

Please be ready to begin serving your food items by 5 PM.

No alcoholic beverages may be sold or consumed during the event.

Please **do not sell drink items** if your specialty is food, as there are designated stations set-up in various locations staffed by a non-profit group.

Please do not bring in any glass bottles due to the safety factor.

There is a two ticket maximum per food item sold. (Each ticket is valued at 50 cents. – i.e.- \$1.00 per item maximum) **You may not accept cash in exchange for food.** Noncompliance will result in no refund of tickets following the event. Tickets may be purchased at the five ticket booths located on Haynes Bridge Road.

In order to expedite the movement of the lines, **please post your menus (up high pre ferably)** so that patrons can have their decisions made when it is their turn.

Feel free to hand out promotional items, business cards and menus from your establishment. We encourage doorprizes to be given away. Be as creative as you like! This is a wonderful opportunity to market your establishment.

Should you require emergency assistance in any way during the event, please find a festival staff member with a radio or go to the information booth. We have a first aid station and EMT's on site should any accidents occur.

Post-Event:

We would like to ask that you don't begin disassembling your booth and equipment until 10pm. All equipment, trailers, etc. must be removed by 12 midnight and may not be left overnight.

Please leave tables and chairs in booth after event is over. Any rented equipment missing from your booth(s) will be billed to your business.

Please help us in the cleanup process by removing as much trash as possible from your tent area and deliver to designated dumpster areas. **(Please do not pour any grease or hot coals in the street as we have street sweepers scheduled to clean Haynes Bridge Road prior to 12 midnight)**

Please count & deliver your tickets in ticket box BY MAY 28, 2004 to the Special Events Office at Two South Main Street. Write the number of tickets on the box. PLEASE REMEMBER TO PUT YOUR COMPANY/RESTAURANT NAME ON YOUR TICKET BOXES PRIOR TO TURNING THEM IN!

Tickets collected from each food merchant will be counted the following week to confirm the number listed on the boxes and checks for 50% of the amount collected will be mailed to you within the following three-four weeks.

Food Vendor Contract
2004 Taste of Alpharetta
Thursday, May 20, 2004
5 – 10 P.M.
Historic Downtown Alpharetta

Please return form by February 12, 2004 to:

City of Alpharetta, Special Events Office, Attn: Janet Rodgers
Two South Main Street, Alpharetta, Georgia 30004
678-297-6078 * 678-297-6381 (fax)
E-mail: jrodgers@alpharetta.ga.us

Business Name: _____

Contact Name: _____

Street Address: _____

City: _____ Zip: _____ E-mail: _____

Phone: _____ Fax: _____

Contact Name on Event Day: _____

I plan to serve the following Food/Drink Items: _____

How will the food be handled? (Check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Pre-packaged | <input type="checkbox"/> Individually Wrapped |
| <input type="checkbox"/> Cooking on site | <input type="checkbox"/> Cooked in advance & warmed on site |
| <input type="checkbox"/> No cooking required | <input type="checkbox"/> Bulk Transported, portions served on site |
| <input type="checkbox"/> Other: _____ | |

How many 120-volt electrical outlets will you require? _____ Do you need any 240-volt outlets? _____

(To ensure that you will have electricity on event day, we must know by 3/12/04. This is the deadline for us to confirm an order with Georgia Power)

Will you bring a generator? ☐ yes ☐ no (It is requested that generators be muffled for sound.)

Use of Open Flame: ☐ yes ☐ no

Do you carry Liability Insurance? ☐ yes ☐ no Does your insurance cover this type of event? ☐ yes ☐ no

Will you be participating in this year's contests? ☐ yes ☐ no If yes, please list which one(s): (see attached page)

The space rental fee is \$150.00 (non-refundable). This fee includes one 10'X10' open-sided canopy tent, (3) 6' tables and (2) chairs. How many spaces with tents do you want to reserve? _____

Other requirements/requests: _____

By signing this contract, I have read, understand and agree to comply with the rules as attached to this contract.

Signed: _____

Date: _____